



Our Journey from Paper to App

1872

Echoes was founded as 'The Missionary Echo.'



2 key function from launch –
good communication and a conduit for finance





Recognising the need for change

Up to 2018

Channels used:

- DPG and Magazine – paper based maximum subscribers, 14,000 (1950s)
- Face to Face conferences – 2X/year
- Meaning EI's reach was limited to readers and attending conferences. The demographic was also 50+

Recognising the need for change

Meanwhile, consider what's happening elsewhere

Key developments

Mid 80s explosive growth of personal computers

Early 90s first mobile phones start to flood the market

Late 90s WiFi becomes public

2005 YouTube goes live

2006 Twitter launches and Web 2.0. Social Media goes global

2007 first iPhone launches

2020+ AI, Blockchain and 5g develops

Estimated by end of 2025 there will be 68.3m smart phones in the UK (95%)

Recognising the need for change

We created a new set of channels in communications

2018

- Launched our website, social media channels (Facebook, Twitter, Instagram & YouTube)
- Providing EI access to under 60s for the first time in about 20 years
- Multi-channel approach – for communications.
- Magazine still active &
- Various face to face channels – conference, women's meetings and Wider Horizons.

We started very late

Echoes International - update

Facebook 4.3k followers (active). Reach of 55k unique users over the year (mainly 20-45), 8.6k interactions and 16.2k visits to our Facebook page

Instagram 1k followers with reach of 4.4k

YouTube 550 subscribers, 601 hours watched and 13k views

Podcasts launched in 2024, around 550 regular users

Website 21k unique users & 30k visits

Magazines 2.9k subscribers (predominately 55+)

Progress to date (end of 2024)



Magazine Review

Do we need it or can
it be changed?

Quantitative survey (2020)

- 15% response rate
- 72% of respondents read the magazine daily
- 75% have been subscribing for 21+ years
- 88% are over 65
- Various comments – very loyal, generous and love the magazine and annual Daily Prayer Guide

Qualitative survey (2024)

- Held 4 focus groups across the UK with a good geographical split
- Around 40 respondents
- Confirmed the main points of the quantitative survey
- Mainly interested in paper magazine
- They obtain their info from a number of publications but very loyal to EI

Some tips to improve – if we radically change we will damage our reputation significantly

2 surveys from loyal readers

A background image of three diverse students (two young women and one young man) sitting outdoors, smiling and looking at a laptop screen. The image is overlaid with a semi-transparent blue filter.

We needed a re-think



Keep

Magazine as is, medium term

Review

Digital solutions as a longer-term replacement

Approach

Various app developers to assess options

Choose

A preferred supplier



Obtain quotes

- 9 developers
- Review pitch
- Select best 3



Select preference

- Trustee presentations
- 1 picked from pitch
- Move to next stage



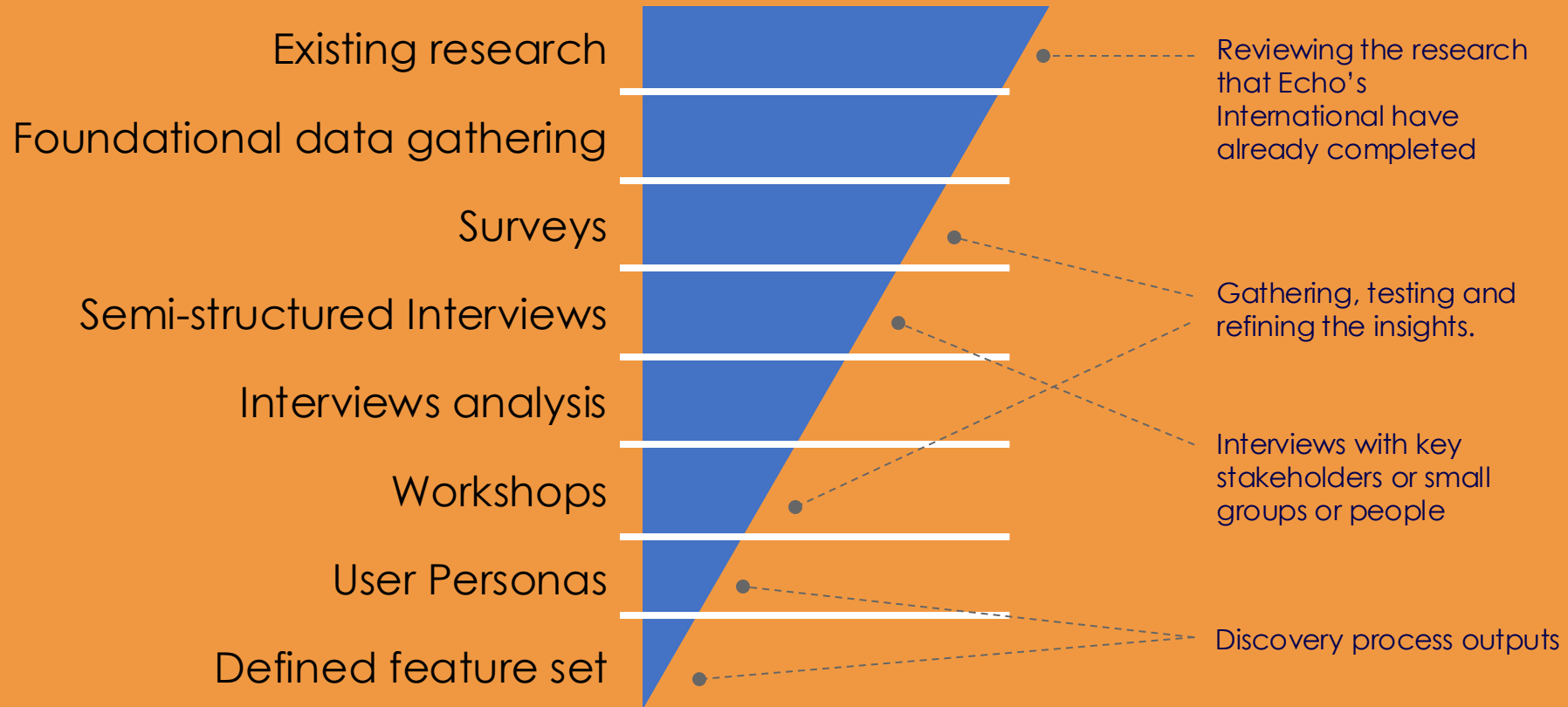
Refine and design

- Research
- Workshops
- Personas
- Wire frames

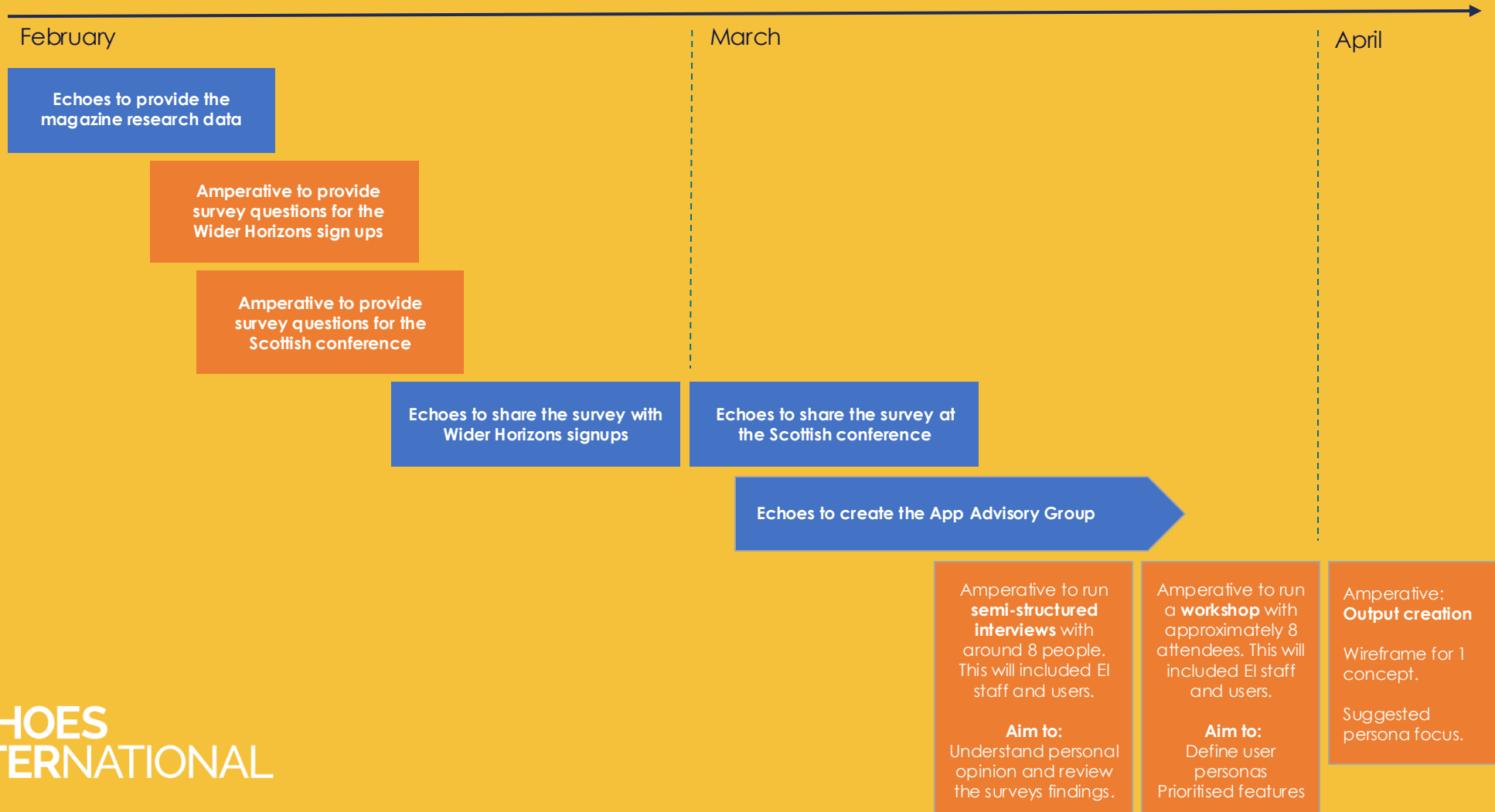


Build and launch

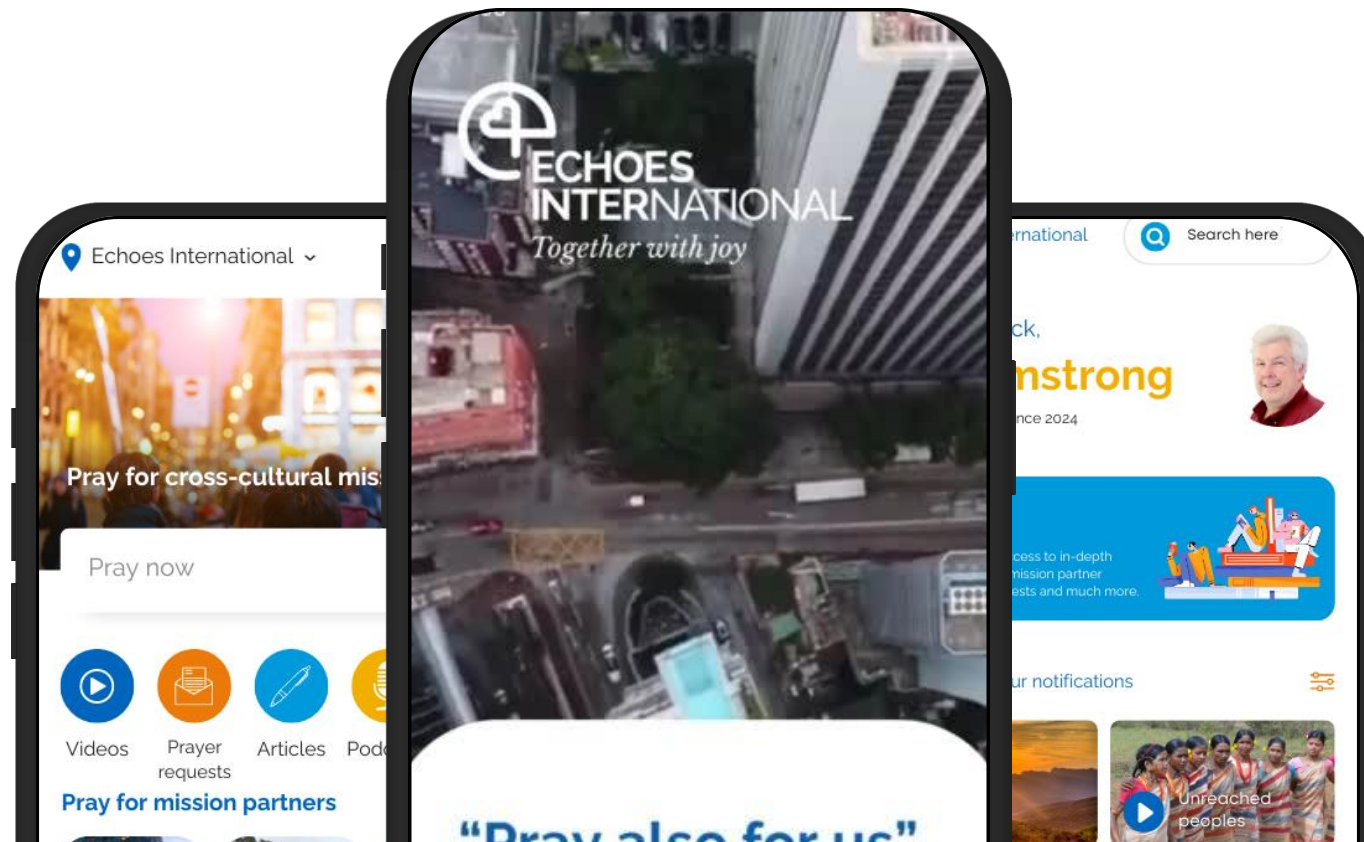
High level research process



Research timeline



Echoes International App





“Pray also for us”

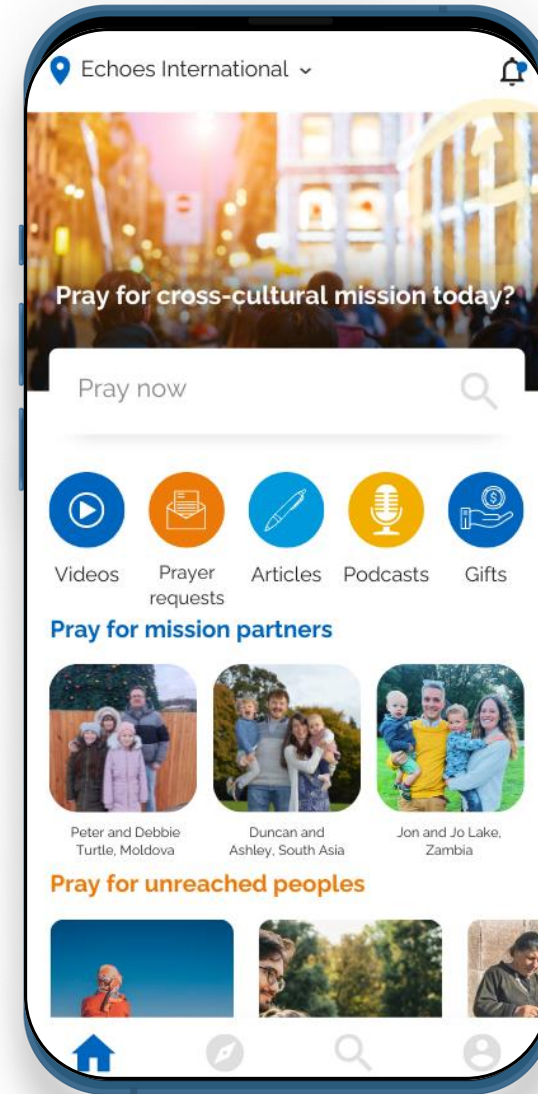
Every day learn more about cross-cultural mission and pray for more people to hear about the saving grace of the Lord Jesus Christ, with Echoes International



ECHOES INTERNATIONAL APP MOCKUP

Home page

This app home page would give options to read prayer requests, pray for mission partners, read longer articles about the needs of mission, listen to podcasts, give directly to mission or watch the latest Echoes International videos all in one place.



Simple to use

**Creative
content**

**Engaging
supporters**

**Prompts for
prayer
every day**



Pray for mission
partners



Jon and Jo Lake



Mkushi, Zambia

Like to receive
prayer notifications

Commended

2023



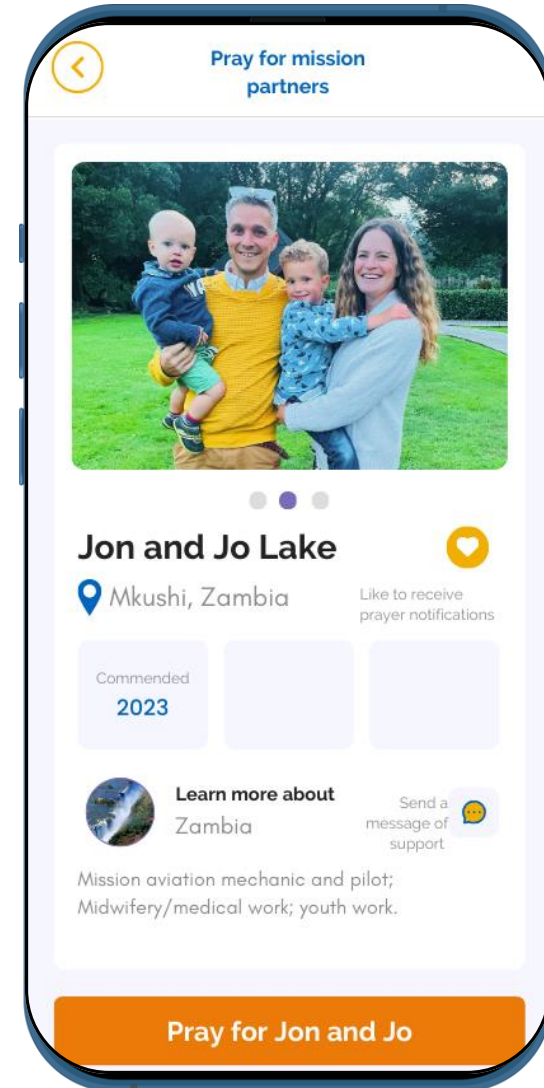
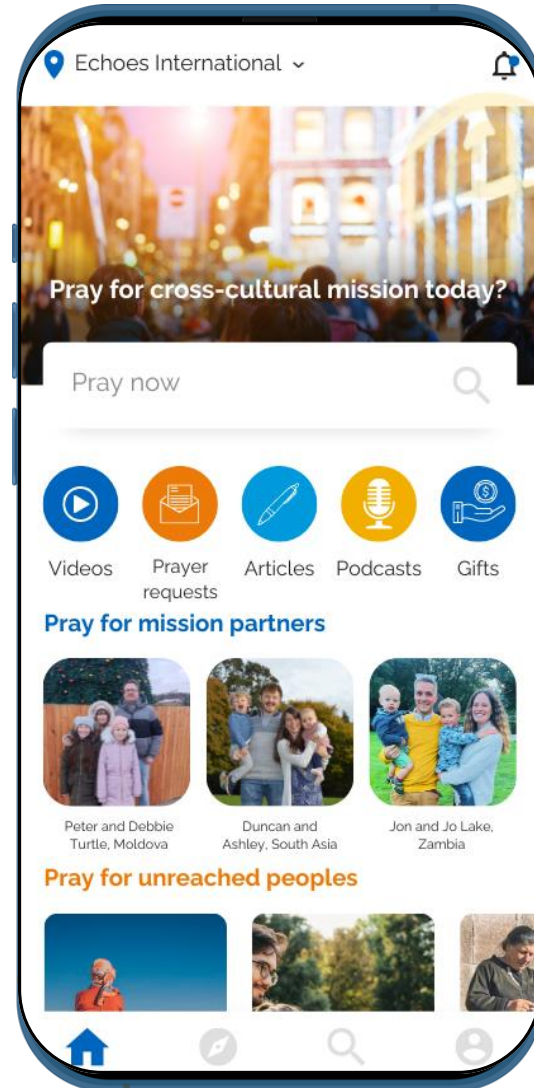
Learn more about
Zambia

Send a
message of
support



Mission aviation mechanic and pilot;
Midwifery/medical work; youth work.

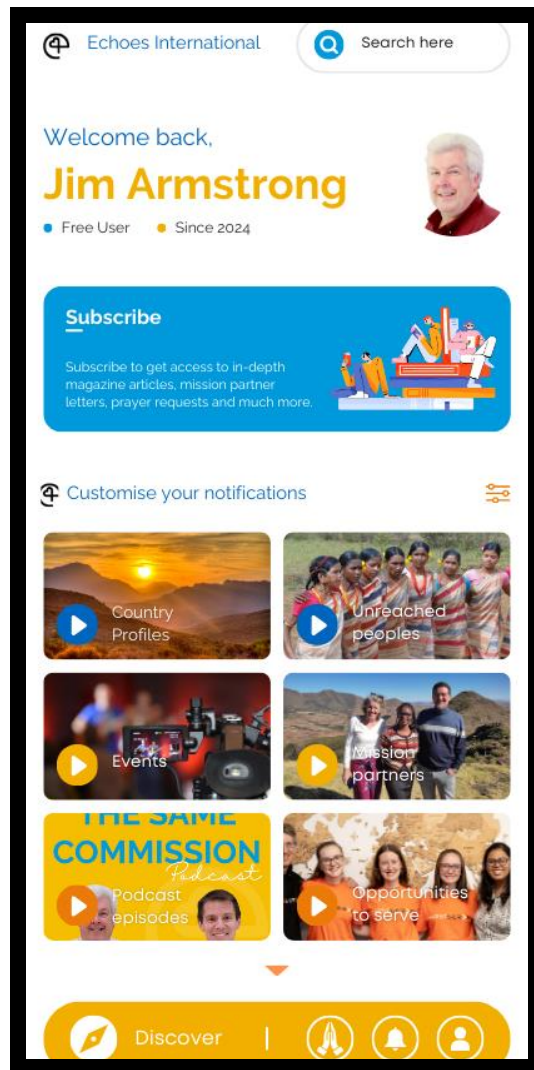
Pray for Jon and Jo





Individual Profiles

- Supporters can gift to mission via app
- Highlight events, opportunities to serve and other ways people can engage with world mission
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● Personalised account

Allows supporters to view content relevant to them

● Free or subscription options

Some content available for free while other content (previously in our printed magazine) available via a subscription model

● Tailored notifications

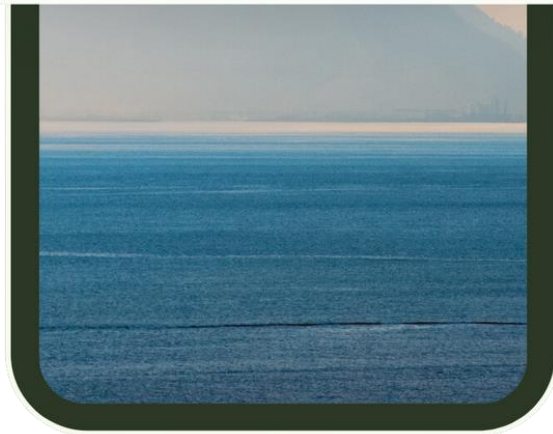
Supporters can select what prayer requests and notifications they are sent on a daily, weekly or ad hoc basis



REMINDER

2m ago

LEBANON: Please pray for this country today, due to the increasing violence, and for people fleeing to safer areas, especially those with young families.



Questions? and discussion

